

Briefing Reports
Flight 93 Advisory Commission Meeting
July 28, 2012

Families of Flight 93
Public Funding / Government Relations

To: Flight 93 Nat'l. Memorial Task Force and Federal Advisory Commission
From: Patrick White & Will Hollier
Date: July 16 2012
Subject: April-June 2012 Government Relations Report

Federal Appropriations:

Mr. Hollier provided continual intelligence-gathering and consultation with House and Senate appropriations staff and Pennsylvania Delegation regarding status of budget and appropriations process and strategy for FY 13 appropriations bills.

Mr. Hollier provided follow up to the two Department of Transportation grants to secure funds for (1) Flight 93 National Memorial return road and (2) Flight 93 National Memorial pedestrian bridge.

Mr. Hollier recommended candidates to service on the U.S. Mint design team for the Fallen Heroes of 9-11 Congressional Gold Medal.

Mr. Hollier provided updates on the Reauthorization of the Highway Bill which will provide the funds to the two pending federal grants.

Mr. Hollier provided strategic advice and counsel regarding efforts to include increased Land and Water Conservation Funds (LWCF) in the Reauthorization of the Highway Bill. LWCF was used to secure the fee title lands and scenic easements of the Memorial.

Mr. Hollier provided strategic advice regarding Senator Schumer's legislation to provide federal funding to the National September 11th Museum and Memorial.

Mr. Hollier provided fundraising leads and assistance in raising funds for Flight 93 National Memorial.

Organization

Mr. Hollier led weekly conference calls with Families, National Park Foundation and LAKPR to allocate tasks and responsibilities, ensure proper follow up to action items, and serve as strategy session

Mr. Hollier reviewed and provided comments to LAKPR on press and advocacy materials.

National Park Service Operations Briefing Report

To: Flight 93 Advisory Commission
From: Barbara Black and Jeff Reinbold
Date: July 19, 2012 (submitted)
Subject: National Park Service Operations Report

Visitation

- September 10, 2011 to the present: approximately 285,000
- January 1, 2012 to the present: over 150,000
- Buses and groups booked for 2012: 547

Visitation has remained steady at an increased level of 150%. In early July, visitation exceeded the average numbers of visitors who would come to the past temporary memorials in an entire year.

Volunteer-in-Parks Program

Thirteen new Ambassadors have received initial training and have begun to fill shifts at the Memorial Plaza. With increased visitation, the Ambassadors are primarily interpreting at the Wall of Names and along the Memorial Plaza Walkway.

Interpretation

The Division of Interpretation, as reported at the last Commission meeting, has been working on a series of interpretive materials to offer a diversity of learning tools available to the high numbers of on-site and off-site visitors. All these materials must have a consistency of message, but be able to present that message in a fresh and interesting way, while maintaining accuracy and allowing for individual thought.

- Video. The video produced for tour groups and educational packages is now complete and the Friends of Flight 93 will present more information about this achievement. The video is available for viewing on the website and will shortly be available for downloading.
- Rack Card. 18,000 updated cards were distributed in three months, rather than the anticipated six months distribution.
- Website. The National Park Service updated the 397 national parks individual websites this spring. Flight 93 is still experiencing some difficulties with some of the new features; however, most content should have been corrected by now.

- Pull-off Interpretive Panels. The new interpretive panels developed for the two pull-offs on the Approach Road had to be delayed due to landscaping and planting trees. The panels will be in place in the next few weeks.
- Orientation Panels. The three orientation panels at the Memorial Plaza and parking areas have been a helpful addition to providing some basic information to visitors before they walk all the way out to the Wall of Names. Visitor's initial questions can be answered right away so that they are open to more questions and information from the rangers and volunteers.
- Cell Phone Tours. The new cell phone tours have been a source of more in-depth information for the on-site, as well as the off-site visitor. Although there was concern at first about the volume of cell phones disturbing other visitors, most visitors will gather into a group and listen while a cell phone is playing, rather than commenting on the disturbance.
- Ranger Programs. Ranger programs are now offered twice each day on Friday, Saturday, and Sunday, and once a day on the weekdays. Ambassadors received training in interpretive methods this month and will begin giving talks in August. The programs are 20-30 minutes in length and are given at the benches near the Visitor Shelter. They have been very well received and there are plans to increase the number of talks given.

Oral History and Documentation Project

	As of 7-20-12	Reported 4-24-12
Total Number of OH Conducted	753	745
Total Number of Family Stories	274	273
Total Number of OH Transcribed	467	452
% Transcribed	62%	60%
Total Number of Completed OH	184	153

Project Highlights

- Travel to Harrisburg to record interviews with pilots of the Pennsylvania State Police Aviation Unit who were here on September 11, 2001. Travel is planned to North Carolina to interview corporate pilots who were directed by Cleveland Air Traffic Control to fly over the site on September 11, 2001 to verify the crash of Flight 93.
- Archival materials and oral histories were used in development of the exhibit in the planning the Visitor Center. More information and a selection of interviews will be incorporated into the plans in the coming months.
- Obtained Richard Guadagno archival materials from the U.S. Fish and Wildlife Service.

Projects

Of the numerous projects the maintenance staff has completed since the last Commission meeting, two are having a big impact. They reseeded the construction road that parallels the Memorial Plaza and scraped and are reseeding the September 11 event space. These projects are part of the meadow restoration project that will bring the wildflowers and native grasses to the edge of the Memorial Plaza. The projects strengthen the natural setting for the plaza that the architect desired. The second project was the reconstruction of the family trail that leads from the Wall of Names to the crash site. The trail was heavily rutted from erosion that sometimes limited its usability. The trail has been rebuilt and new drainage added.

Friends of Flight 93 National Memorial Briefing Report

To: Flight 93 Memorial Federal Advisory Commission
From: Jerry Spangler, President, Friends of Flight 93 National Memorial
Date: July 16, 2012 [submitted]
Subject: Quarterly Briefing

Recently Completed Projects

On May 10, the Friends hosted a meeting of the Tourism Committee of the Somerset County Chamber of Commerce at the Memorial. We provided a briefing on new interpretive tools at the site, including the cell phone tours, the QR codes, and the orientation video. With input from this committee, the Friends then prepared and distributed 100 informational packets to local businesses in four counties adjoining Somerset. The packets included a map and driving directions which are suitable for posting, a reproducible version of the rack card, and a list of FAQs for travelers.

On May 18, Volunteers and Friends from Flight 93 National Memorial traveled to Washington, D.C. to meet with docents from the Pentagon Memorial and the Tribute Center in New York City. The Pentagon docents, led by Jim Laychak, President of the Pentagon Memorial Fund, hosted the event and provided a tour of the Pentagon Memorial and Chapel within the Pentagon.

On May 19, eight Friends and two NPS staff members gathered to wash the Wall of Names. The volunteers were instructed by the site's curator, Barbara Black, on proper techniques to remove the winter's accumulation of grit and oils from both the polished and unpolished marble surfaces. They were honored to show their respect by cleaning the wall for the first time. The project is similar to a project conducted regularly at the Vietnam War Memorial in Washington, D.C.

On June 10, Friends were guests at the Westmoreland Croquet Club Tournament sponsored by the Old Joe Club at the University of Pittsburgh at Greensburg. The Friends hosted a tent and provided information about the Memorial and the Friends to over 2,000 people in attendance. We acknowledge the support of X Coal Energy and Resources of Latrobe and the Old Joe Club in sponsoring the tent.

On June 22-23, Friends provided additional greeting service for visitors from the Thunder in the Valley motorcycle event in the greater Johnstown area.

The summer edition of the Friends quarterly electronic newsletter, Field Notes, was published on July 1. It is available for viewing and download at the www.nsp.gov/flni under the "Support Your Parks – Join Our Friends" tab.

On July 20, 2012, a mid-year membership meeting was held at the Memorial. Members were briefed on Friends projects and learned of plans for the future Visitor Center and Learning Center. At dusk, the attendees traveled to the Memorial Plaza and Wall of Names.

The new orientation video produced by the NPS with financial support from the Friends through a Somerset County Tourism Grant is now available for viewing at the Flight 93 Memorial Website: www.nps.gov/flni under the “Photos and Multimedia” section.

On Going Projects

Plaza Greeters—To help welcome visitors to the Memorial, Friends are acting as plaza greeters, answering basic questions and providing orientation to the site on weekends throughout the summer and fall. Board member Mary Jane Snyder leads this project.

Flag Flying—Friends continue to assist the National Park Foundation in its fund raising effort. Those who donate \$93 or more to the campaign can receive a 3’ x5’ flag which has been flown over Flight 93 National Memorial. Last year, the Friends flew 2,000 flags at the site and helped to raise \$275,000 in donations. This year, we are committed to flying at least 1,850 flags. Board member Linda Meyer leads this project.

Park Partners Project—The Friends are working with Siobhan O’Riordan, Director of Partner Development with the National Park Foundation, to clarify our vision and priorities over the next few years, build operational capacity, strengthen revenue and improve our marketing and communications capabilities.

Future Projects

The Friends will be actively involved in the events leading up to September 11, 2012, including hosting a reception for project partners. Other details will be reported in the Anniversary Planning Committee report.

September 29, Public Lands Day - stewardship project at the Memorial is planned.

November 3 - Annual membership meeting and election of board members

Communications Briefing Report

To: Flight 93 Federal Advisory Commission
From: Lisa Linden, CEO; Linden Alschuler & Kaplan, Inc.
Date: July 17, 2012
Subject: Communications Update

Introduction

Over the last three months and with guidance from the Flight 93 National Memorial partners, LAK continued to work on important media initiatives to raise awareness of the effort to complete the Flight 93 National Memorial. LAK provided public relations counsel and assistance on several stories of national and international interest including the arraignment of Khalid Sheikh Mohammed and his co-defendants, where Families' president Patrick White was quoted in *The Washington Post's* page one story; the National Park Foundation's fundraising event with Presidents Clinton and Bush and Speaker Boehner; the unexpected passing of Sandy Dahl, wife of Flight 93 pilot Jason Dahl; and the upcoming christening of the USS Somerset. LAK also participated in planning discussions regarding this year's September 11th anniversary events.

May Flight 93 Advisory Commission Meeting

Lisa Linden attended the Flight 93 Advisory Commission Meeting on May 5 and provided the Commission with a brief update on LAK's media activities for the previous quarter. The meeting was covered locally by the *Daily American*, *The Tribune-Democrat* and *Pittsburgh Tribune-Review*, and the Associated Press. Stories focused on new features of the Flight 93 Memorial, highlighting the new cell phone tours. In its reporting, the *Tribune Review* noted that the 10th anniversary of the terrorist attacks of September 11, 2001 contributed to breaking previous attendance records.

Arraignment of Khalid Sheikh Mohammed

On May 5, the United States began prosecution in military court of Khalid Sheikh Mohammed and four co-defendants. The five men are charged in the September 11, 2001 terrorist attacks in New York, Virginia and Pennsylvania which resulted in thousands of deaths including those of the heroic 40 passengers and crew of United Flight 93. On behalf of the Families of Flight 93, Lisa Linden provided remarks from Families of Flight 93 president Patrick White that appeared in *The Washington Post's* page one print story on Sunday, May 6 and online. In addition, a prepared statement from Mr. White appeared on the editorial page/quotes section of the *Daily American* on Saturday, May 5, as well as in other media. LAK will continue to work with the Families of Flight 93 on responding to any media requests associated with the trial, as appropriate.

National Park Foundation Fundraising Event with Presidents Clinton and Bush and Speaker Boehner

LAK provided public relations support to the National Park Foundation (NPF) for its May 15 Clinton-Bush-Boehner fundraiser. LAK serviced a statement expressing the Families of Flight 93's appreciation to Presidents Clinton and Bush, Speaker Boehner and the NPF from Families' president Patrick White that appeared in April 30 preview stories by the Associated Press, *Daily American* and other local and nationwide outlets. The Associated Press story ran online in media outlets throughout Pennsylvania, as well as in hundreds of national outlets including CBS News, ABC News, *The Denver Post*, Boston.com (*The Boston Globe*), *Houston Chronicle* and *U-T San Diego* (*San Diego Union-Tribune*), to name a few. After the event, LAK serviced a statement of gratitude from Mr. White that was included in the *Daily American*, *The Philadelphia Inquirer*, *The Tribune-Democrat* and *Pittsburgh Tribune-Review*. The event received mentions in *Washingtonian* magazine's *Capital Comment*, *The Washington Post*'s *Politics* blog and *New York* magazine's *Daily Intel*.

In Memory of Sandy Dahl

Upon learning of the unexpected passing of Sandy Dahl, wife of Flight 93 pilot Jason Dahl, announced on May 25, Lisa Linden worked with Families' president Patrick White to craft an expression of condolence and gratitude for Ms. Dahl's deep commitment to completing the Flight 93 National Memorial. LAK serviced the statement to Denver area media and other outlets. Mr. White's statement was carried by the Associated Press and appeared throughout the country in a wide array of outlets, including MSNBC, CBS News, The Huffington Post, *New York Newsday* and *The Christian Post*. The Aero-News Network cited Mr. White's comment as its quote of the day (May 28). Mr. White was also quoted in *The Denver Post* and *Pittsburgh Tribune-Review*.

Christening of USS Somerset

Lisa Linden has been working closely with Bill Glenn, Public Affairs Director of Huntington Ingalls Industries (shipbuilders) on media planning and outreach for the July 28 christening ceremony of the USS Somerset in New Orleans. Patrick White, President of the Families of Flight 93, is scheduled to be the featured speaker at the event, which Ms. Linden will attend to provide media counsel. Working in cooperation, Ms. Linden provided remarks from Mr. White for an advance story in the *Daily American* (July 5/6) that highlighted the ship's dual purposes of war and humanitarian relief and how that relates to the courage shown by the 40 heroes of Flight 93 and the commitment of the Somerset community to honor their legacy. Stories from early June reported that a Flight 93 brochure, Flight 93 medallion and Flight 93 lapel pin are among the things to be tucked into the ship's mast as part of its "stepping the mast" ceremony.

Pitch for Travel Writers, Television and Radio Producers

In collaboration with NPS and the Families of Flight 93, LAK crafted a travel pitch to encourage people to come to the Flight 93 Memorial. In response to the pitch, The History Channel Club's e-newsletter, *Daily History*, featured the memorial with an image of the Wall of Names at the Memorial Plaza on July

12. *Daily History*'s thousands of readers visited an average of four historic places in the past year; 51 percent have traveled to a historic place or event within the past 12 months. LAK will continue to pitch the story idea of Flight 93 as a poignant and educational travel destination to other appropriate outlets.

In the Shadow of a Badge: A Spiritual Memoir

Lisa Linden served as spokeswoman for the Families and provided remarks to the Associated Press for its story about an ex-FBI official who wrote about seeing angels guarding the site where Flight 93 came down in a new book, In the Shadow of a Badge: A Spiritual Memoir. Ms. Linden's statement on the Families' behalf lauded the extraordinary work done by the FBI and noted that many have powerful reactions to the crash site, now sacred ground central to the Flight 93 National Memorial. The agent, Lillie Leonardi, served as a liaison between law enforcement and the families of the passengers and crew members. She was diagnosed with post-traumatic stress disorder linked to her role in the aftermath of the September 11th terror attacks. The Associated Press story began running nationally on July 3 and has been posted in hundreds of outlets nationwide.

September 11th Commemoration Ceremony

Lisa Linden participated in planning conference calls with Flight 93 National Memorial partners to discuss the ceremony including logistics and possible participation by dignitaries. LAK has prepared a preliminary media outreach outline for the five days of September 11th anniversary events (September 7-11) that includes the drafting and dissemination of an omnibus announcement to local, national and foreign media as appropriate. In addition, daily advisories noting significant events and photo opportunities, for example, the wreath layings by dignitaries, The Luminaria, and the memorial service, will be prepared and distributed. Additional media outreach is anticipated to include pitching exclusive and non-exclusive features and interviews.

In a story prompted by the news that politicians will not be speaking at the 2012 September 11th anniversary remembrance in New York, Families' president Patrick White was quoted in the *Pittsburgh Tribune-Review* on July 13 regarding discussions about the participation of elected officials at this year's ceremony at the Flight 93 National Memorial. The story also noted that organizers anticipate a smaller-scale event in Pennsylvania.

Gettysburg Companion

LAK arranged for Families of Flight 93 president Patrick White to speak about the Flight 93 National Memorial with a reporter from the *Gettysburg Companion* for its August-September issue. The reporter sought comment on the Families' near and long-term involvement with the memorial and an impression of how Family members feel about the tribute to their loved ones. The story is meant to highlight the current status of the memorial site and its future as construction continues and visitation increases.

Ongoing Efforts

Throughout this period, Lisa Linden has been involved in regular ongoing discussions with the Flight 93 National Memorial partners on planning for this year's September 11th commemoration ceremony. LAK also continued to participate in a weekly conference call with Will Hollier and the Families of Flight 93 to discuss ongoing coordination between media strategy and government relations efforts on issues like federal funding for the Flight 93 National Memorial. Ms. Linden also has participated in conference calls of the Flight 93 National Memorial partners' Communications Committee led by Gordon Felt of the Families of Flight 93.

LAK also continues regular monitoring for the Flight 93 partners of media and blog sites for stories regarding Flight 93.

Conclusion

As always, it has been a tremendous honor for LAK to work with the Families of Flight 93 and the Flight 93 National Memorial partners to help tell the world about the ongoing efforts to complete the Flight 93 National Memorial, ensuring that future generations remember the lives and actions of the 40 Flight 93 heroes. We look forward to continuing that work in the months ahead.

Anniversary Planning Briefing Report

To: Flight 93 Federal Advisory Commission
From: Jeff Reinbold
Date: July 18, 2012 (submitted)
Subject: Anniversary Planning Report

The Anniversary Planning Committee continues to meet every other week to plan the September 11, 2012 activities. The Committee decided that with the passage of the 10th anniversary and the opening of the first phase of the Memorial, the September 11 ceremony should be smaller and of a scale that can be sustained into the future. Furthermore, as September 11th is on a Tuesday this year, activities should also be planned for the prior weekend when visitation will be highest. This is an ideal time to introduce visitors to the diversity of content and programming that will be available with the opening of the future visitor facilities.

- Sept 8-9 (Saturday- Sunday): Programs of the kind that will be offered in the future Visitor Center and Learning Center will be presented under a tent at the future site of these facilities. Topics to be explored might include: the criminal investigation, the impact of September 11th on children, stories from the U.S. Capitol, and the role of media in telling the story. Grassroots public tribute activities will be highlighted. The site will be open after dark from Sept 8-11 so visitors can see the lighted Memorial.
- Sept 10 (Monday): The Friends of Flight 93 will sponsor a private offsite reception for families and partners. An evening program will include lighting 40 candles in memoriam at the Wall of Names will occur.
- Sept 11 (Tuesday): The public observance will be held around the 10:03AM time of the crash. The open air event will occur at the Wall of Names and will last 20-30 minutes. It will be similar to the remembrances at the past temporary memorials. Seating will be provided for family members. The program will include past traditions such as the reading of the names by family members, the ringing of the remembrance bells, a wreath-laying, and the opening of the ceremonial gate for family members to walk to the crash site. The complete program will be announced closer to the event. Tribute activities will also occur in the afternoon. No other formal activities are planned for the day.

The NPS has assembled a team to handle the event logistics. Keith Newlin is the overall lead for the events and Barbara Black is handling the event planning.

Committee Members

- Henry Cook, Flight 93 Advisory Commission
- Donna Glessner, Flight 93 Advisory Commission
- Debby Borza, Families of Flight 93
- Carole O'Hare, Families of Flight 93
- Sandra Felt, Families of Flight 93
- Lladel Lichty, Friends of Flight 93
- King Laughlin, National Park Foundation
- Victoria Tagliabue, National Park Foundation
- Barbara Black, National Park Service
- Jeff Reinbold, National Park Service
- Keith Newlin, National Park Service

Interpretive Planning Briefing Report

To: Flight 93 Federal Advisory Commission
From: Jeff Reinbold
Date: July 18, 2012 (submitted)
Subject: Interpretive Planning Report

Interpretation and Education Plan

The plan will establish interpretive themes for the Memorial and provide guidance for program and exhibit development. The Interpretive Planning Technical Committee (IPTC) completed its final review of the draft Interpretation and Education Plan in June. The Commission and members of the former Task Force Interpretation Oversight Committee were also given the opportunity to review the draft plan. The contractor has made the requested changes and approved the document for printing. The plan will be used mostly as an electronic document and the park staff will be able to update and change when necessary.

Phase 1B Exhibit Planning and Design

The IPTC reviewed the Schematic Design II submission for the visitor center exhibits. The NPS team now also includes a Harpers Ferry Center senior exhibit designer to assist with technical review of design development and final production documents. Harpers Ferry Center is the NPS' central office for exhibit planning and design. The NPS is meeting with Gallagher & Associates during the week of July 23 to review all comments and discuss a scope for the next phase of work and the future involvement of the IPTC and other experts as necessary. Final production documents are scheduled to be complete in December 2012/January 2013. Fabrication award is targeted for April/May 2013 and installation coordinated with building completion.

Interpretive Planning Technical Committee Members

- Brent Glass
- Donna Glessner
- Ed Linenthal
- John Reynolds
- Ed Root
- Barbara Black
- Jeff Reinbold

Design and Construction Briefing Report

To: Flight 93 Federal Advisory Commission
From: Jodie Petersen and Keith Newlin
Date: July 17, 2012 (submitted)
Subject: Design and Construction Report

Compliance and Permits:

- The NPDES (erosion and sediment control) permit :
 - Water Quality sampling continues. See additional information under “Construction Management”.
- The 404 and 401 permits (wetlands):
 - The PADEP has been receiving the required soil/discharge monitoring/reporting as required per the permits.
 - 401 Permit conditions also require additional monitoring, reports (linked to the NPDES Permit) and inspections (see above)
 - Long Term Wetland Monitoring continues as per the permit requirements.

Phase 1A Construction, Construction Management and A/E Assistance during Construction and Other:

- Construction:
 - The construction project was awarded to ArrowKinsley Joint Venture (AKJV) on Nov. 6, 2009.
 - Notice To Proceed: February 2, 2010
 - Original Contract Time: 540 days
 - Original Contract Amount: \$11,610,026.00
 - Number of Contract Modifications: 17
 - Revised Contract Amount: \$16,769,412.85
 - Estimated Percent Complete: 99% (punch list items remain)
 - Original Completion Date: July 27, 2011
 - Estimated Completion Date: September 23, 2011 per executed modifications
- Construction Activities/Work Progress:
 - Construction is Substantially Complete as of August 12, 2011. Punchlist will be complete by the end of the summer 2012.
 - AKJV is working with NPS and PMA to find a solution for the “September 11, 2001” engraving as letters/numbers are not adhering.

Construction Management:

- Water sampling for permit requirements is still underway and documentation is sent to PA DEP through November 2012. After this time, the construction contractor for the next phase will be required to continue this need.

Phase 1B Design:

- Paul Murdoch Architects (PMA) submitted Design Development on July 9, 2012 for the Learning Center. The Learning Center is targeted to be a bid option with the Visitor Center (VC) project.
- Draft Construction Documents for the VC are targeted for mid/late August 2012. Final Construction Documents will be submitted by PMA after final review. Then, the package will go into NPS/DSC contracting.
- PMA has also been coordinating architectural design with exhibit design.
- Funding for Water/Wastewater Design Needs has been approved. Task order is underway and the water well portion soon will be in DAB review. Anticipate contract award for potable water well drilling early Sept. 2012.
- PMA and their subcontractor have completed their on-site geotechnical investigations. PMA team is working with this information to find a cost effective/structurally sound solution for foundation needs.

Phase 1B Exhibit Planning and Design:

- Schematic Design II submission has been completed.
- NPS team now includes a Harpers Ferry Center senior exhibit designer to assist with technical review of design development and final production documents.
- Final production documents are scheduled to be complete in December 2012/January 2013. Fabrication award is targeted for April/May 2013 and installation complete coordinated with building.

Phase 1B Revegetation:

- Grove 1-24 plantings are complete. Final inspection of planting is pending.
- Grove 24-40 soil amendment and planting is targeted for spring 2013.

Phase 1C Route 30 Park Entrance / Entry Road and Revegetation:

- Project is substantially complete as of September 22, 2011.
- Access Road Construction was awarded in September 2010 to New Enterprise Stone and Lime, Co.
- Notice To Proceed was issued: September 30, 2010
- Original Contract Time: 365 Days
- Original Contract Amount: \$4,455,212.00
- Revised Contract Amount: \$6,385,225.55
- Number of Contract Modifications: 11
- Est. Percent Complete 100%
- Revised Completion Date: September 30, 2011 per executed modifications
- Construction Activities/Work Progress:
 - Project is complete and in warranty period

- NPS awarded Phase 1C revegetation task order to Vanasee Hangen Brustlin, Inc. on September 19, 2010. This contract includes:
 - Revegetation efforts along the Entry/Approach Road are underway and planting will be complete by fall 2012.
 - Final inspection is scheduled for July 24, 2012. Wetland plants for the Tower of Voices will be a punchlist item so that planting can occur later in fall.

Fundraising and Capital Campaign Briefing Report

To: Flight 93 Federal Advisory Commission
From: King Laughlin
Date: July 17, 2012 (submitted)
Subject: Fundraising and Capital Campaign Report

The Flight 93 National Memorial Campaign benefited from its most successful fundraising event to date as three of the nation's top leaders took up the cause to raise additional private funds toward completion of the memorial.

Fundraising Update

Strong fundraising and an overall increase in new donors were evident during the first half of 2012. There are now more than 115,000 individual, corporate, and foundation donors to the Flight 93 cause who collectively have contributed over \$27,400,000 in private funds for the capital campaign.

The Campaign would like to thank the following donors who made a significant commitment to the Flight 93 National Memorial since the last meeting of the Advisory Commission: Anonymous (2); Comcast NBCUniversal; John Nau III and Barbara Elizabeth Nau; Exxon Mobil Corporation; FirstEnergy; Peter G. Peterson; Al and Deeann Baldwin; Bank of America; Chopper Trading; Freeport-McMoran Copper and Gold; Duke Energy; John and Elizabeth Moller; James Wolfensohn; Southern Company; Airlines for America; and PG&E Corporation.

An Evening of Remembrance

An Evening of Remembrance was the top fundraising initiative of the year for the Flight 93 National Memorial. President Bill Clinton, President George W. Bush and Mrs. Laura Bush, and Speaker John Boehner hosted an exclusive event on May 15 at the Newseum in Washington, D.C. to benefit the Flight 93 National Memorial.

The event was a great success with just over \$2,300,000 was raised leading up to and during the event, mostly in the form of event and table sponsorships. The event also produced several new fundraising leads for the capital campaign, which the National Park Foundation is actively pursuing in close coordination with the event hosts.

Also during the event, "The Story of Flight 93," a video presentation was premiered about the meaning of Flight 93. Told in the words of Flight 93 family members, local residents, and elected national leaders, the video reminded each of the approximately 360 guests in attendance of the courage of the forty men and women on board Flight 93. The video may be viewed on-line at <http://youtu.be/OXm1QgYibPM>.

A representative from each of the Flight 93 National Memorial partner organizations attended the event as guests of the National Park Foundation.

The National Park Foundation extends a special thank you to President Bush and Mrs. Bush, President Clinton, and Speaker Boehner for their commitment to the Flight 93 National Memorial and for their continued efforts to solicit funding for the memorial.

Conclusion

With the eleventh commemoration of September 11 just about six weeks away, there will be additional opportunities ahead to remind new and past supporters of the need for funding for the only September 11 memorial that remains to be completed.

The National Park Foundation thanks its partners and many thousands of donors for their continued support of fundraising efforts for design and construction of the memorial.

Please contact the Capital Campaign office at 202-354-6487 to discuss thoughts on prospective donors. To make a donation to the Flight 93 National Memorial, visit www.honorflight93.org.